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ABSTRACT

Some 248 books, articles, speeches, statements, and testimonies concerning the effects of television advertising on children are listed. Material that relates primarily to the effects of television program content is not included. The listing is alphabetical by author. All items were published between 1945 and 1975, with the majority published in the 1970's. (KB)

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Children and Advertising: A Bibliography

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Foreword

This bibliography on children and advertising includes any books, articles, speeches, statements and testimony which may be pertinent to the issues which have been raised with regard to the effects of advertising on children. It does not include the rather substantial literature which relates primarily to the effec's of television program content upon children, except in specific instances where a book or article may deal with both advertising matters and program content. Nor does it attempt to include the broad literature on child development which many would regard as pertinent to the issues. The sole exception is the inclusion of some titles which pertain to child consumer learning and socialization, and nutritional practices which may be immediately pertinent to an evaluation of children's food advertising.

Readers of the bibliography are encouraged to supply further titles to the Children's Advertising Review Unit for addition to the bibliography, information pertaining to sources and authorship where it may be lacking, and suggestions for the elimination of some titles which may in fact be less pertinent to the questions surrounding children and advertising than a reading of the titles indicates.

The Children's Advertising Review Unit
National Advertising Division
Council of Better Business Bureaus, Inc.

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